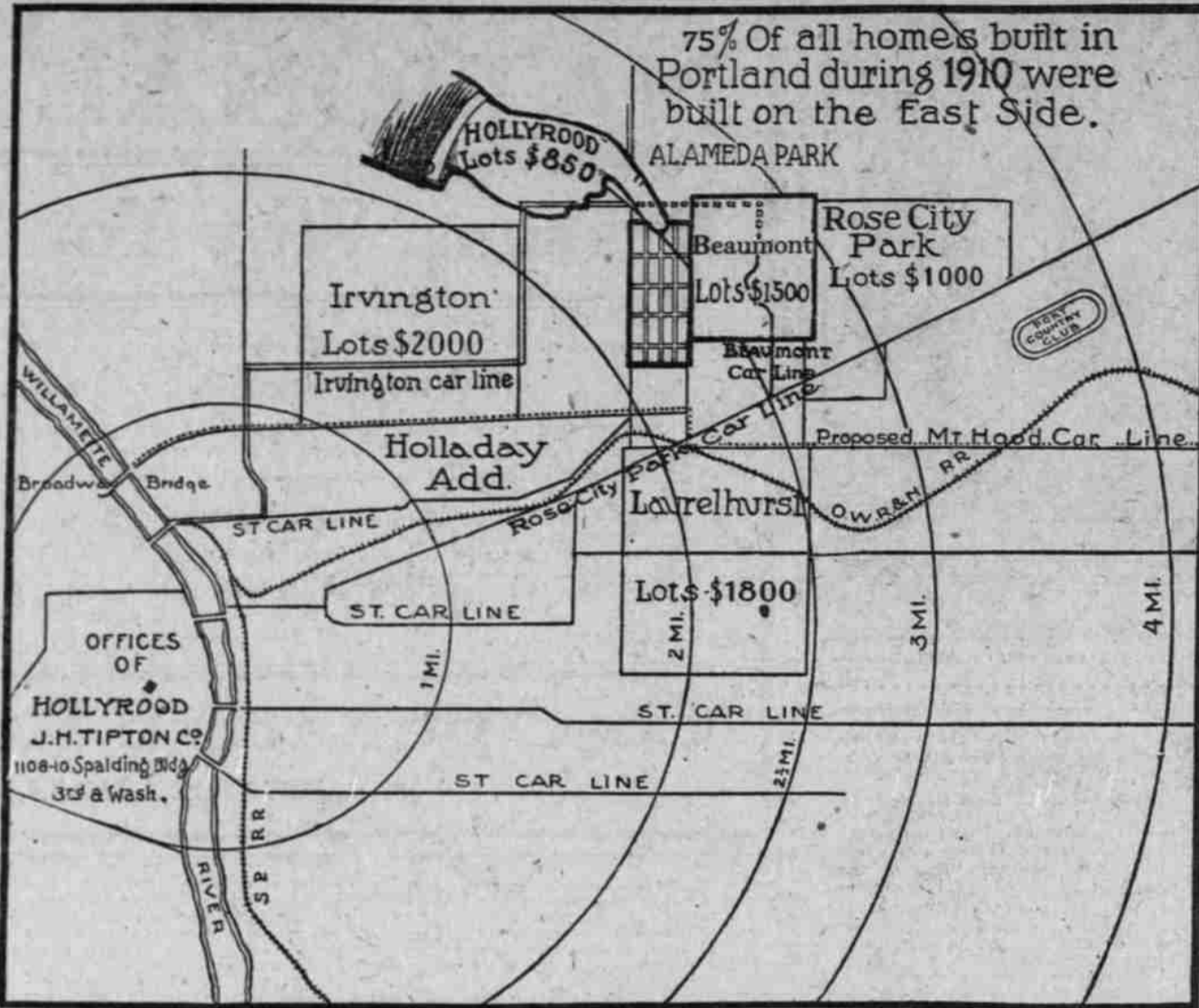


TODAY IS "HOLLYROOD" IS THE PLACE

Located directly in the center of such high-class additions as Irvington, Alameda Park, Beaumont and Laurelhurst, is 40 acres of land formerly known as the "Buckman Tract," but now platted as "Hollyrood." The location of the property itself is an absolute guarantee of its future high position among Portland residence districts. Great care has been observed in platting "Hollyrood," the smallest lot being 50x100 feet and some lots 50x150 feet.

"Hollyrood" is close to the center of the business district and is in the center of the best residence district of Portland. Hundreds of fine homes have been completed for two miles beyond "Hollyrood" and building activity is seen on every hand. The next few months will record even greater activity than in the past.

"Hollyrood" is not a suburb—it is a part of the residence district of the city.



Three carlines, the Broadway car on the west, the Rose City Park car on the south and the new Beaumont car on the east, serve "Hollyrood," and the proposed extension of the Broadway car to the intersection of Beaumont and Siskiyou streets has been planned and this will serve the addition one and one-half blocks from the north boundary.

Now for a Comparison of Prices—Lots in Irvington, on the west of "Hollyrood," are from \$2000 to \$4000 per lot; in Alameda Park, on the north, from \$1500 to \$3500 per lot; Beaumont, on the east, from \$1000 to \$3000 per lot, and in Laurelhurst, on the south, from \$1500 to \$3500 per lot. Now the comparison.

A full-size lot in "Hollyrood," \$850 to \$1000 each. No higher. Think of it. A lot in this tract, bounded by 33d street on the west, Siskiyou street on the north, 37th street on the east and Brazee street on the south, for \$850. And full-size lots, 50x100 feet and 50x150 feet each. Study the location map above and see for yourself the comparison of prices. You know the value of a dollar. "A dollar saved is a dollar earned." Why pay \$1500 to \$3000 for a lot adjoining "Hollyrood," when you can buy a "Hollyrood" lot for \$850 to \$1000?

STUDY THE MAP

To see "HOLLYROOD" is to appreciate it. Do not procrastinate. Terms, 10 per cent cash, 2 per cent per month, 6 per cent on deferred payments, 5 per cent discount for cash or building. Building restrictions. Phone Marshall 2745, and have us call for you in our automobile, or take a Rose City Park car and get off at Thirty-seventh street, where our automobiles will meet you and take you to "Hollyrood." See the improvements going in, grading, cement sidewalks, water, sewer, gas, etc. Office on the addition, at Thirty-sixth and Knott streets. ACT NOW. DON'T DELAY.

J. H. TIPTON CO., Inc., Owners 1108-10 Spalding Building, Third and Washington Streets Marshall 2745

DEAL IS PUSHED

Improvements in Beaumont to Be Done November 1.

OVER \$500,000 EXPENDED

New Residence District Attracts Homebuilders—Several Dwellings Are Started—Irvington Makes Steady Growth.

The contract for the paving of streets in Beaumont, amounting to \$350,000, will be finished by November 1. The contract for this work was let last April.

The improvements in this tract included the moving of more than 150,000 cubic yards of material, some of the cuts being 40 feet deep. In sidewalks and curbs more than eight miles were laid. The streets are mostly paved in this addition. Sewers were laid in all the streets at a cost of nearly \$200,000. The sewers range in size from 10 to 20 inches, and all the lots have laterals. Water mains range from 8 to 12 inches.

Bitulithic pavements were laid on all the streets. Provision was made in platting the tract for a four-foot strip in the rear of each lot and in this strip all telephone, electric light and other poles will be placed, so that the streets will not be disfigured with poles.

Since April about 150 men have been employed in Beaumont. Addition in platting the tract for a four-foot strip in the rear of each lot and in this strip all telephone, electric light and other poles will be placed, so that the streets will not be disfigured with poles.

choice rose bushes are to be placed in the parking of each lot.

That portion of the addition on the lower levels has been sold off and some buyers have started on the erection of new homes. Grading has been started on the branch railway to the center of Beaumont addition, which will run from the Rose City Park Railway on Siskiyou street to East Forty-third street. A single track will be laid to the upper portion of Beaumont so that every lot will be within a few blocks of a street-car line.

Plans have been drawn for a two-story, eight-room residence for E. J. Mautz, with full cement basement, to be erected in Irvington on East Twenty-second street, between Knott and Brazee streets. The cost will be between \$5000 and \$7000. The new residence will be 22x28 feet with a nine-foot porch. This porch will have a concrete floor, one end of which will extend over the top of the garage, 12x20 feet in size, and which will extend to and be on a level with the street. Excavation has been started on the foundation of this building.

A beautiful hillside residence is to be built on the Alameda driveway in Alameda Park for A. Flower, who recently came from the East. It will be 22x47 feet in size and contain six rooms. It will cost \$2500.

A two-story, nine-room residence will be built at the corner of East Sixteenth and Holgate streets, in the South East Side, for J. Manassa. It will be 26x32 feet. It will cost about \$4000. It will be the first residence to be built in this neighborhood.

Irvington Home Sold.

The attractive new residence of J. Syd McNair on East Twentieth street, between Thompson and Brazee streets, in Irvington, was sold last week to W. M. Umbdenstock, of the Umbdenstock & Larson Company, for \$5500. The dwelling contains nine rooms. The sale was negotiated by John F. Weston, of the Umbdenstock & Larson Company.

W. T. Gardner Buys Acreage.

Trustbridge & Stephens sold to W. T. Gardner last week three improved five-acre tracts in Clackamas County, the consideration being \$7500. Mr. Gardner is superintendent of the Boys' and Girls' Aid Society. This firm also sold a modern eight-room house on East Flinders street in Astoria, of Des Moines, Ia., for \$4500.

SINGLE TAX TOPIC

A. L. Veazie Warns Realty Men Against U'Ren Measure.

ADVOCATES' MOTIVES SEEN

Ultimate Aim Would Be to Confiscate Into Public Treasury Entire Site Value of Land—Opposition Is Very Strong.

In discussing the U'Ren single tax measure before the Portland Realty Board last Monday, Attorney A. L. Veazie declared that the single tax advocates had openly avowed that it was their plan to give to Oregon the Henry George, Jr., system, calling for confiscation into the public treasury of the entire ground rent or site value of land.

In the course of his address it was admitted by some of the single tax adherents present, when he put the issue squarely before them, that the ultimate aim would be to eliminate private ownership altogether, so that all land could revert back to the Government.

"This movement provides for the adoption of the fundamental principles of the Henry George theory, but the single-taxers don't like to have this fact mentioned in connection with their present proposal," said Mr. Veazie. "By confiscating the entire ground rent into the public treasury, there would be left to the owner of unimproved property nothing but the nominal title, all the benefit going to the public. The method of accomplishing this end, as advocated by Mr. George, is precisely the plan now being pushed in Oregon. It means the consolidation of all taxes on the land value, when, as Mr. George says, the next step, which is to raise taxation so as to take the whole rent for common purposes, will be easy and a mere matter of course." In other

words, the legislation the people are now asked to enact is admittedly the opening wedge, to use the words of Mr. U'Ren, for accomplishing the total confiscation of land values into the public treasury, and that without a cent of compensation to the present owners.

"Yet it is argued that, stopping short of complete confiscation, we can gain great benefits by shifting all present taxes to the ground value. They say that by doubling the taxes on land we will force all owners of vacant lots either to sell or build. They could not sell, because there would be no more reason for anybody to buy than for them to hold. Everybody cannot build at once, nor can any large proportion of owners, for several reasons. Building must keep pace with demand. Overbuilding would be disastrous to owners of the public, with its aftermath of empty buildings and idle building trades.

"If the ground value were reduced or swept away by the increase of taxation, the owner could not secure a loan on the land to put up a house or building, as he now can do. One of the present main inducements for capital to buy land and put up buildings would be wiped out entirely—that is the anticipated profit from the rise in ground value. The builder would be compelled to get his money back and his entire profit out of the building alone. This would mean much higher rent."

"It is said that the exemption of improvements from taxation would be a great inducement, but it is a puny consideration beside the elements that enter into the proposition. It certainly cannot be an advantage to anyone, because it is offered on equal terms to all competitors.

"Taxation ought to prevail in accordance with one's ability to pay. The single-taxer wants to put the heaviest burden on the one least able to pay. He says that the man who owns a piece of raw logged-off land ought to pay as much taxes on it while he is struggling in his poverty to convert it into a farm as his rich neighbor pays who has bought a fine bearing orchard, all stocked and equipped, yielding its bounty a year, with a mansion for a dwelling."

Others declared that the adoption of single tax would bring about an industrial crisis in Oregon. Among those who objected to the proposal were K. Henry and William Killingsworth, C. S. Jackson spoke in favor of the measure.

NEW EDIFICE READY

Trinity Presbyterian Church Dedication Is Today.

STRUCTURE MOST MODERN

Building of Simple but Attractive Construction Has Seating Capacity of 500—Pastor Has Study in Tower.

The new Trinity Presbyterian Church, at the southwest corner of Nebraska and Virginia streets, will be dedicated at 2:30 o'clock this afternoon. The dedicatory sermon will be preached by Rev. Thomas H. Walker, D. D., assisted by Rev. Henry Marcotte, Donald McKinnis and others. Special music will be rendered.

The pastor, Rev. W. J. Spire, came to Portland about 10 months ago from Chicago, Ill., where he was religious director for the Y. M. C. A. Soon after his arrival in Portland, Rev. Spire began to work for a new church and in a short time had enough money available to erect a modern house of worship.

The building is simple but attractive.

It has a seating capacity of about 500 people. There is a full concrete basement where provision has been made for conducting departmental work of the church. One of the features of the church is its convenient arrangement. The pastor's study is in the tower.

ACREAGE TRACTS IN DEMAND

Newcomers to State Acquire Holdings for Permanent Homes.

William Grath, of Newport News, Va., was among the new arrivals in Oregon last week who purchased property, intending to make his permanent home in this state. Mr. Grath bought a tract of seven and three-fourths acres near Crowley station for \$1800 an acre. The land is cleared and in cultivation. The sale was closed by A. B. Hall & Co.

J. L. Robinson, formerly of Kansas City, has bought a six-acre tract south of Oregon City, the consideration being \$5000. The tract is improved with good buildings. Mr. Robinson will occupy the place as his permanent home.

Combination Building Started.

The excavation for the two-story combination building to be built at the northwest corner of Fourth and Montgomery streets for Mrs. Mary L. B. Penniston has been completed by R. L. Ringer. The building will be 42 1/2 by 52 1/2 feet in size and will be of frame construction. The lower floor will be occupied by a store and the upper story will be used as apartments. The building will cost \$12,000.

Suburban Home Purchased.

Samuel Stuckney, who arrived in Portland recently from Oklahoma City, Okla., has purchased a three-acre tract from Jacob Reichard for \$4400. The tract is located one mile east of Milwaukie and is well improved. The sale was negotiated by H. C. Behnke.

VALUES MAKE BIG GAIN

PROPERTY ON EAST SIDE INCREASES 100 PER CENT.

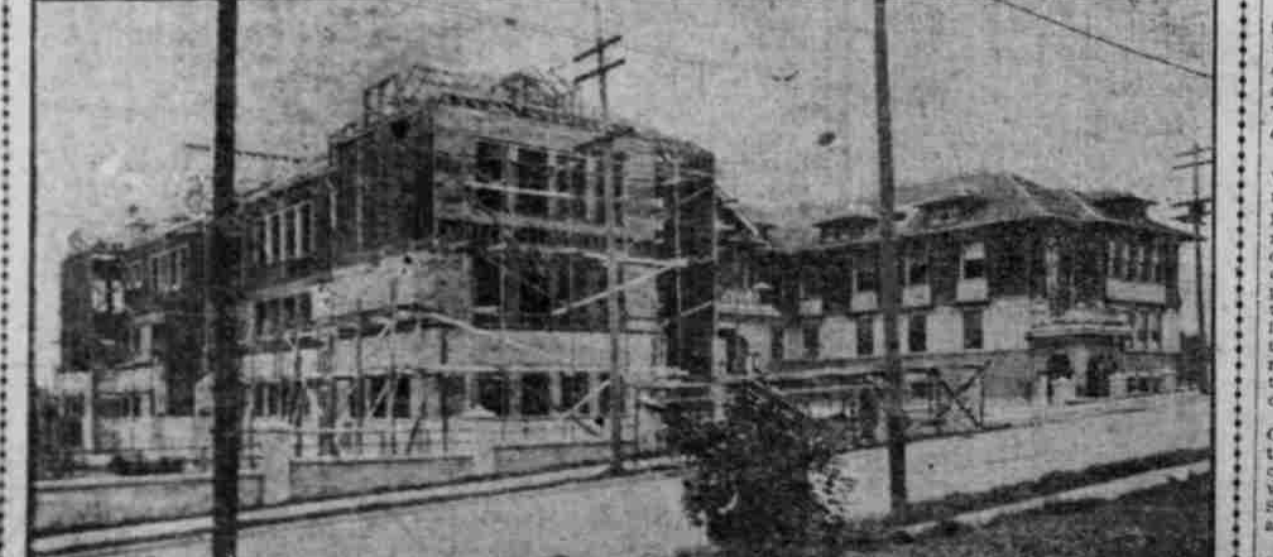
East Burnside Street Becomes Important Avenue to Rapidly Growing Districts.

The transactions in connection with the sale of the Burkhardt building, on East Burnside street, demonstrate the rapid and substantial advance made in East Side property, especially on East Burnside street. Joseph Burkhardt, who erected the building about 15 years ago, at a cost of \$45,000, received for the property the sum of \$125,000 according to the contract he made with S. A. Arata.

Mr. Arata sold the building to Mr. Williamson for \$175,000. The present value of the property, which is one-half block and a two-story brick building, on a conservative estimate is \$250,000. It is estimated that it would cost over \$100,000 to replace the present building, which has been repaired and remodeled at a heavy cost. Since Mr. Burkhardt contracted to sell the property for \$125,000 it has increased in value, on a conservative estimate, 100 per cent. At one time the property was held for sale at \$65,000 and later at \$110,000.

The increase in values of all other properties on East Burnside street has been in relative proportion. The opening of the extensive Rose City Park district, Laurelhurst and North Mount Tabor, all tributary to East Burnside street, has made it a great central avenue.

PROGRESS MADE ON ADDITION TO EAST SIDE SCHOOL



BUILDING IS LOCATED ON BELMONT, NEAR EAST FIFTY-SEVENTH STREET.

A. WELCH BUYS FINE HOME

Modern Residence Buings \$20,000.

Other Dwellings Rise.

A. Welch has purchased the new residence and grounds of W. A. Carpenter, an architect and builder, on the quarter block at East Twenty-fourth and East Lincoln streets, for \$20,000. This is the finest home erected in this district this year.

It is a two-story colonial residence with full basement and contains 12 rooms, reception hall and sleeping porch. On the first floor is the living-room, 15x25 feet in size, finished in old ivory enamel and mahogany and ornamented with a massive tile fireplace of artistic design. The reception-room is 8x13 feet and is finished in mahogany. Mr. Carpenter erected this residence for his own use and carried out his own ideas in its construction. Mr. Welch will take possession of his new home at once.

The new residence of Judge C. U. Gantenbein, which is being built in this same neighborhood, is nearing completion. It will contain ten rooms, will rank with the finest homes in the South East Side. The cost will be about \$15,000.

A dozen high-class homes are under construction near East Harrison street and between East Twentieth and East Thirtieth streets, which will average \$5000 in cost. This is a comparatively new residence district.

TRINITY PRESBYTERIAN CHURCH TO BE DEDICATED TODAY.

